HAVEN'T I WRITTEN THIS BEFORE?

Recommendations for Best Promotion of IntelligentPad

Ted Nelson, Research Fellow, Sapporo HyperLab.

PURPOSE: BEST & WIDEST USE & ACCEPTANCE

A MARKETING PROBLEM

DEMOGRAPHIC TARGETS

Computer scientists?
Adult hobbyists?
=> 11-to-17-year-old males worldwide

PRECEDENTS

IBM seeding
Apple seeding

HO d ----------

ENDLINE_____ STAY OFF HERE

COMPUTER RELIGIONS

©1994 Ted Nelson, Research Fellow, Sapporo HyperLab.

I still run into a layman now and then. Someone whose mind has not been warped by so-called "computer basics" and so-called "computer literacy."

"What's the most important thing to know about computers?" one occasionally asks. My favorite question.

The most important thing, I tell her, is that it's not science. It's not mathematics. It's not determinate in any way. It's religion.

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T. Oshigo Commands

Ted Nelson, Research Fellow, Sapporo HyperLab.

This is a list of some advanced functions of the system.

How they will be invoked will be part of the emerging design.

BASIC COMMANDS

- **Make Item**
- **Make Zip**
- **Transclude Item___ to Zip___**

BASED ON VIEWER or VIEWER BOOLEANS:

- **Highlight**
- **Project (show without making)**
- **Make**

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in 2025

https://archive.org/details/recommendationsf00tedn

Secret Unix Hopes

Ted Nelson, Research Fellow, Sapporo HyperLab.

THIS IS NOT OFFICIALLY PART OF THE PROJECT.

HOWEVER,

many people have tried to make Unix easier to use,
and I think maybe we can easily find a better way.

I propose:

1. **Use of our Seahorse system as a Browser.**
   But a special kind of Browser:
   where you can place the files in any order,
   and comment them.
   And leave out any that you don't want to see.

2. **Click to open a file.**
   You may then examine the contents, transclude its lines to another as desired.

3. **Click to execute a file (double-click?)**

4. **Piping sequentially down a zip. (Default.)**
   The output of one file is automatically sent to the next one down the zip.

5. **Operand file linked to the zip item. (Other option.)**

WHAT THIS ACHIEVES.

For a small population of work-- the kinds of things Beginners like to do-- it could greatly simplify entry into Unix for people who have already learned Tatsuno Otoshigo editing.

SPECIAL FUNX NEEDED:

Filenames of a directory to a Zip (filtered by a Viewer Zip if desired)

"Open the file by clicking here."

"Execute the file by clicking here."

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What else?

HO d ----------

(private memo to Mr. Ookubo)

ENDLINE_____ STAY OFF HERE

Lab Working Paper #2

Ben Lucas House d2
94.12.4 page 3

HO d

(private memo to Mr. Ookubo)

INDENT STAY OFF UNDER

Tatsuno Otoshigo
The Seahorse World of Work

Ted Nelson, Research Fellow, Sapporo HyperLab.

These are some preliminary specifications for the Zip Editor that we plan to build using the Intelligent Pad software system.

This is a summary of the preliminary designs since 1 Nov.

Objectives:

A text editor that keeps track of the identity of separate items.

A system for version management,
item tracking among versions.

This design combines, in a unified design:

A text editor.
A project management system for complicated text projects.
A hierarchical outliner (actually hyperarchical).
A hierarchical browser (actually hyperarchical).

Of special interest:

As designed here, there is only ONE VIEW and ONE SET OF CONTROLS.

Conceptual Structure

All objects are composed of Zips (zipper lists).

Connections.

Connections are of two types.

Transclusions.

A transclusion is a relationship between two items, whereby

a. They are the same.
b. The identical items may be seen as connected.

Link

Tatsuno Otoshigo

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A transclusion is a relationship between two items, whereby

a. They are the same.
b. The identical items may be seen as connected.

c. One instance is considered to be the original, and others are transcluded copies.
d. In principle, the item is stored only once, with the separate instances noted by pointer.

c. The Original may be seen.

Zips.

A zip is a sequenced set of items.

A zip may be connected sideways to other zips.

Items.

An Item is a chunk of text.
(Later: other data as well.)

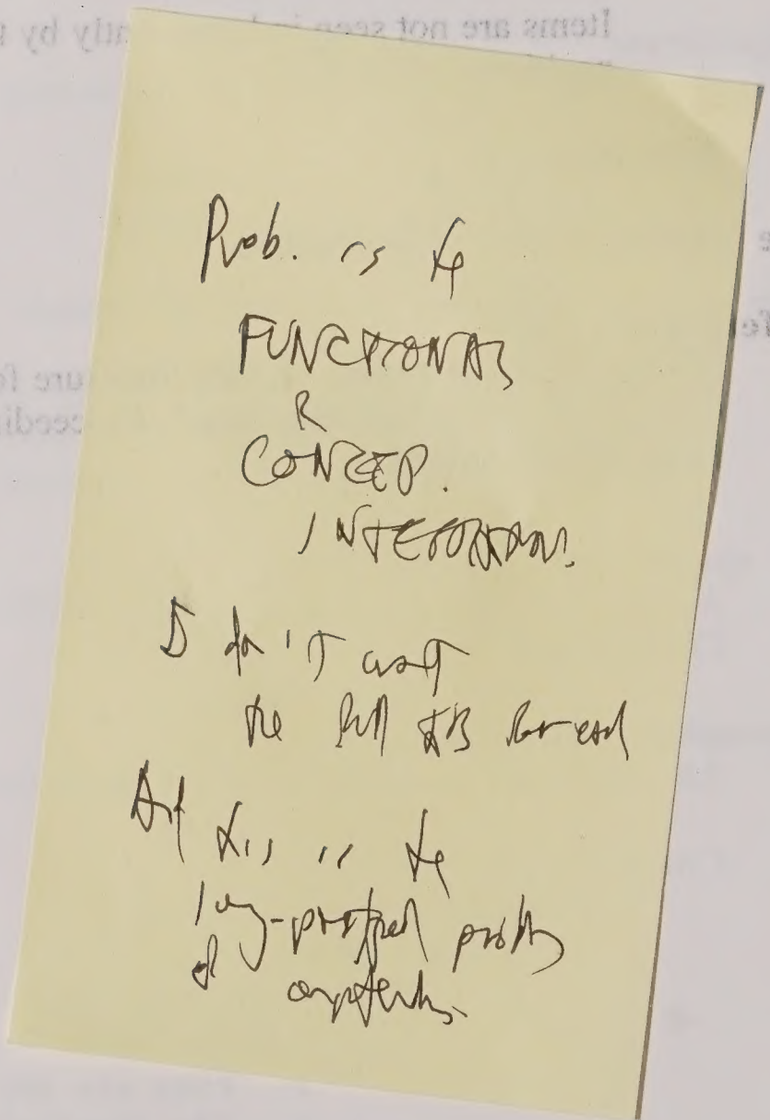
Items are not seen independently by the user, but only as positioned on Zips.

Zipplexes.

The Fundamental Visualization

Reference:

Nelson, Theodor Holm, "A File Structure for the Complex, the Changing and the Indeterminate." Proceedings of the 1965 ACM National Conference.


Prob. is to
FUNCTIONALS
R
CONCEP.
INTEGRATION.

JUST ONE BOX. Please.

Ted Nelson, Research Fellow, Sapporo HyperLab.

Maybe this situation makes sense to you.

Carry one object (with carrying case and extra batteries and recharger) as a telephone. Carry one object (with carrying case and extra batteries and recharger) as a tape recorder. Carry one object (with carrying case and extra batteries and recharger) as a laptop computer. Carry one object (with carrying case and extra batteries and recharger) as a videocamera. But I DON'T GET IT.

Why can't they all be the same?

It's all digital, now, after all.

There'll be a digital cartridge, or digital disk, for storing the result.

Why can't these just be different formats?

So it can be an answering machine as well?

"They're different functions!"

I've been told. Oh yeah? They're only different if you say they are. If you put'em in one box, they become One Function. We know that from long experience with electronics.

There are those who might say,

No, these are God-Given functions that are supposed to stay separate. But I don't quite see that.

If the Lord had intended us

Theodor Holm Nelson *Founder of Interactive Media* *Founder of Network Publishing*
Research Fellow, Sapporo HyperLab • Proprietor, Project Xanadu®
3020 Bridgeway #295, Sausalito CA 94965 415/ 331-4422 Fax 415/ 332-0136

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to have separate devices for video, audio, computer and phone, He would have given us separate organs for each, and separate brains.

The only argument against it has to be theological.

There is one class of silly argument that does come up. It begins, "The poor user..."

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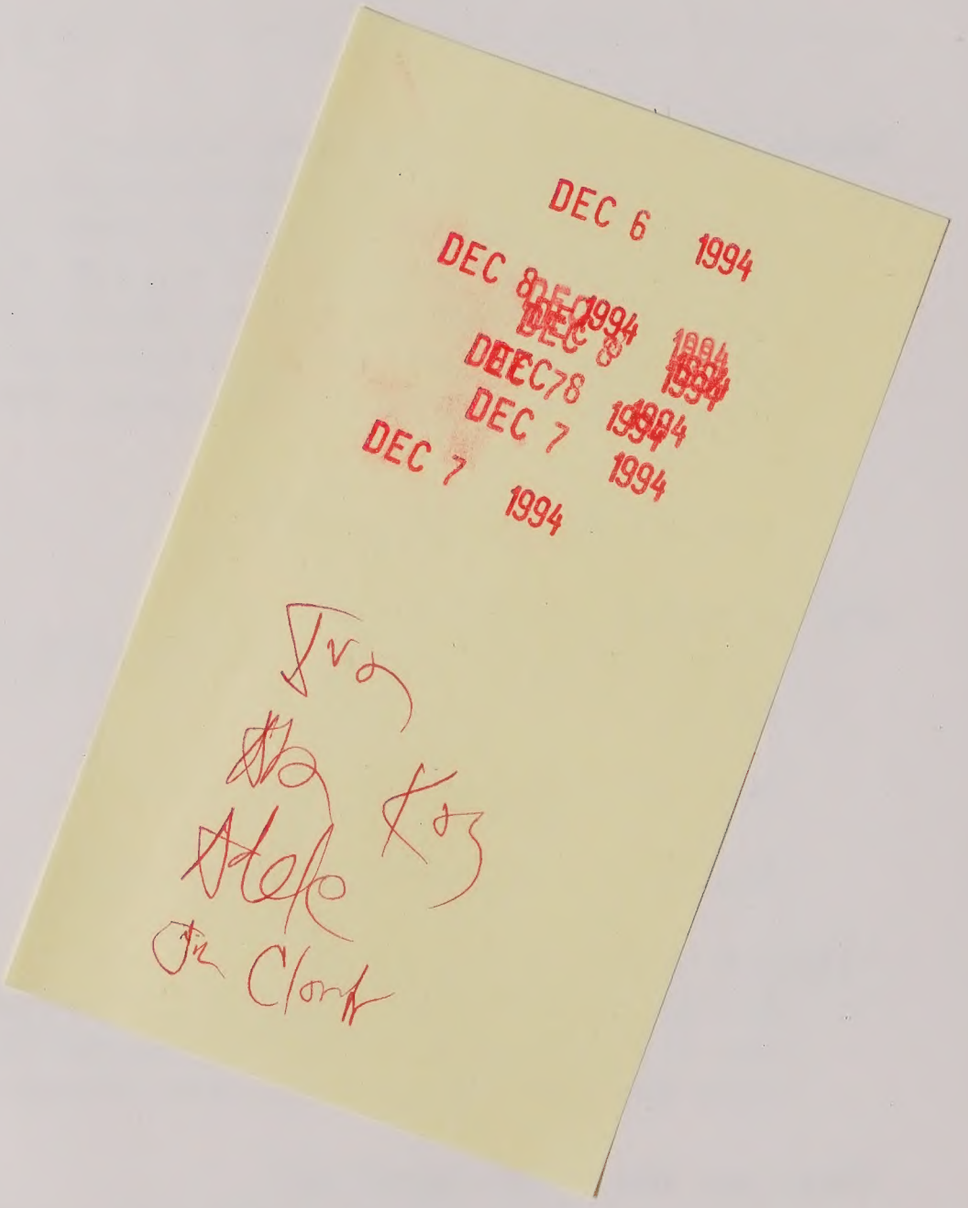
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DEC 7 1994
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DEC 7 1994
DEC 7 1994

The SMART PERSON'S INTRODUCTION TO COMPUTERS

© 1994 Theodor Holm Nelson, 3020 Bridgway #295, Sausalito CA 94965. Tel. 415/ 331-4422, fax 415/ 332-0136.

This is a redo of 'Computer Lib'
This is for the busy person who wants an overview
Everything local you can study yourself

THE DIGITAL UNIVERSE today--
(No reason to expect it to end)
WHAT'S HAPPENING
Moore's Law
Hardware is Free, Pipeline isn't
EVERYTHING IS DIGITAL
video games
telephones
audio

COMPUTERS AS SUCH
Explosion of PERSONAL COMPUTERS
e-mail
World Wide Web
the Internet
Shoemaker-Levy
Bulletin Boards
On-Line Services
Movie production
Scientific Research

(historical approach)
Old Computers: Business and Number Crunching

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94.12.18 page 1

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Personal computers in the Seventies: Spreadsheet and Word Prox
Personal computers in the Nineties:
    CD-ROM, MM & Internet
Networks and the Internet
VIdeo Games
Text
Graphics
    SIGGRAPH
    2D
    3D
    4D
Movies
    Jurassic Park

THE COMPLICATIONS OF EVERYTHING

The gathering place for ALL OTHER complications
(Computers sometimes CAN SIMPLIFY)

VISUALIZATION

WHAT A COMPUTER IS, AND SOFTWARE

Machine that follows a Plan
Data Structure
    Bits
    Text
    E-Mail
Operating System
"Application" (closed program)
Software components
Drivers
Networking Software
Disk drives
CD-ROMs

COMPUTER POLITICS

VOTE COUNTING PROGRAMS
    (What constitutes a tested program?)

VENDOR POLITICS-- SMALL AND LARGE SCALE
    The RFQ, RPQ
    The contract
    The Additional Requests
    Delivery
    (most stuff is abandoned)
    THE STORE EQUIVALENTS
        Sending stuff back

Personal computers in the Seventies: Spreadsheet and Word Proc
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REMEMBER THAT MOST STUFF IS A
(most stuff is actually abandoned)

MANY PLAYERS--
- CORPORATIONS, GOVTS, SUBCULTURES
- Professions
- Interest Groups
- Customers
- USERS
- User Groups
- Sales Outlets

Corporate Politics
- different interests

Network Politics
- EAVESDROPPING, pros and cons
- FREEDOM OF PRESS & NETWORK
  - Ithiel de Sola Pool
  - Those who do not study history
    - Freedom of Press for those who have one
- The Spooks
- Pornography conviction
- RSA
- Cypherpunks
- EFF
- "Haves and Have-Nots"
- Spamming
- Advertising
- CLOGGING BANDWIDTH
- FAKE PERSONALITIES

The Pentium Error-- a nice example of computer politics
- everybody's separate positions
  - Corporations
  - Professionals
  - Intel
  - IBM
  - Cyrix

The Politics of (In)Compatibility
- Examples:
  - Mac, PC, Unix
  - Networks
  - Drives
  - CD-ROM conventions

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data conventions

The underdog wants to compat
Upward compatibility
Downward Compatibility
Sideways Compatibility
Bad blood: Mosaic & Netscape
won't take each others' hotlists

Mac & PC-- they DON'T WANT TO COMPAT
Everybody wants customers to flow IN
Allowing developer pathways
AutoCAD
Photoshop
Macintosh

Marketing & Price Control
The Grey Market
Internet Ethics
WWW "spider ethics"

YOUR CHOICES
Macintosh Hell
PC Hell
Unix Hell
Installation Hell
Upgrade Hell
Incompatibility Hell
LAN Hell
Internet Hell
Type of connection
Internet security

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ENDLINE_____ STAY OFF HERE

InterfaceIPad: Overview and Introduction

©1994 Ted Nelson, Research Fellow, Sapporo HyperLab.

AN ENTIRE WORLD

SIMPLE FOR BEGINNERS

DEEP FOR PROFESSIONALS

VERY DIFFERENT FROM MOST COMPUTER STUFF

THE BASIC STRUCTURE:
A metaphor: 2D "Pad" (term chosen for neutrality, generality)
A virtuality: conceptual structure & feel
also what's easy

HOW IT STARTED; WHAT'S EASY
Stackable widgets
BASIC IDEA: MOVE PIECES ONTO PIECES
it got slightly more complicated

Level 1: THE WORLD OF STACKABLE PADS

WHAT'S ESPECIALLY EASY
visualizations that don't change size
user moves things explicitly
interchangeable parts
modules at corresponding level
properties acquired "from behind"
EXAMPLE: Algebra
each side of the equation is equal to a NUMBER

IntelligentPad: Overview and Introduction

©1994 Ted Nelson, Research Fellow, Sapporo HyperLab.

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Level 2: THE SLOT

anything can go into, come out of a slot
COMPLETE UNITS, not just raw data--
- text
- picture
- music
- etc.

Appendix: FOR PROFESSIONALS ----------

I.PAD & OBJECT-ORIENTED PROGRAMMING

"Save Format"

ASCII format
Binary format

Level 3: THE MODIFIER

Level 2: THE SLOT

anything can go into, come out of a slot
COMPLETE UNITS, not just raw data--
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Appendix: FOR PROFESSIONALS ----------

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ASCII format
Binary format

Level 3: THE MODIFIER

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PURPOSE: BEST & WIDEST USE & ACCEPTANCE

A MARKETING PROBLEM

"Marketing" does not necessarily mean selling. Even if you are giving a product away, you need to market it if you want results.

"Marketing" means defining a market and a product for desired distribution results, and carrying that distribution out to get those results. Thus it means:

Competitive Analysis
Demographics
Optimal Packaging
Optimal Promotion

We must analyze the optimal target for the broadest spread.

DEMOGRAPHIC TARGETS

I firmly believe that if we want millions of people to be programming in IntelligentPad by the year 2000, we must target and seed the group that is most likely to adopt now.

Computer scientists?

I think not. Computer scientists all have their favorite language. The object-oriented language community, too, will be more in competition with IP than likely to adopt it.

Adult hobbyists?

I think not. This group has the money to buy equipment but usually does only small experiments. There are thousands of products, languages and systems competing for the attention of this group. This group is unlikely to commit focussed involvement to a single language or system on a broad scale.

CONFIDENTIAL . PLEASE NOTE .

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Teenagers?

Yes. This is the group with the time and disposition to get involved. The explorations of youth lead to the choice of profession.

IBM knew this very well when they seeded the schools with computers in the 1960s, and Apple learned that lesson when they seeded the schools with computers in the late seventies and the eighties. It worked.

However, we will be taregeting with our freeware those who have time and interest in what we offer-- 11-to-17-year-old males worldwide. This is the POST-NINTENDO GENERATION.

So they want action.

PROPOSED STEPS: 1. ENGLISH LANGUAGE TUTORIAL

English is the de facto world language, especially of computers. **Without clear AND TESTED English documentation, is there any chance of adoption of IntelligentPad?**

First step: translation of existing materials.

A quick ROUGH translation to English of the existing materials can be easily carried out by any number of people here. In turn, I or Marlene Mallicoat can quickly polish this into smooth English.

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HO d ----------

ENDLINE_____ STAY OFF HERE

NO 4

ENDLINE

STAY OFF HERE

Note: Not Yet Validated.

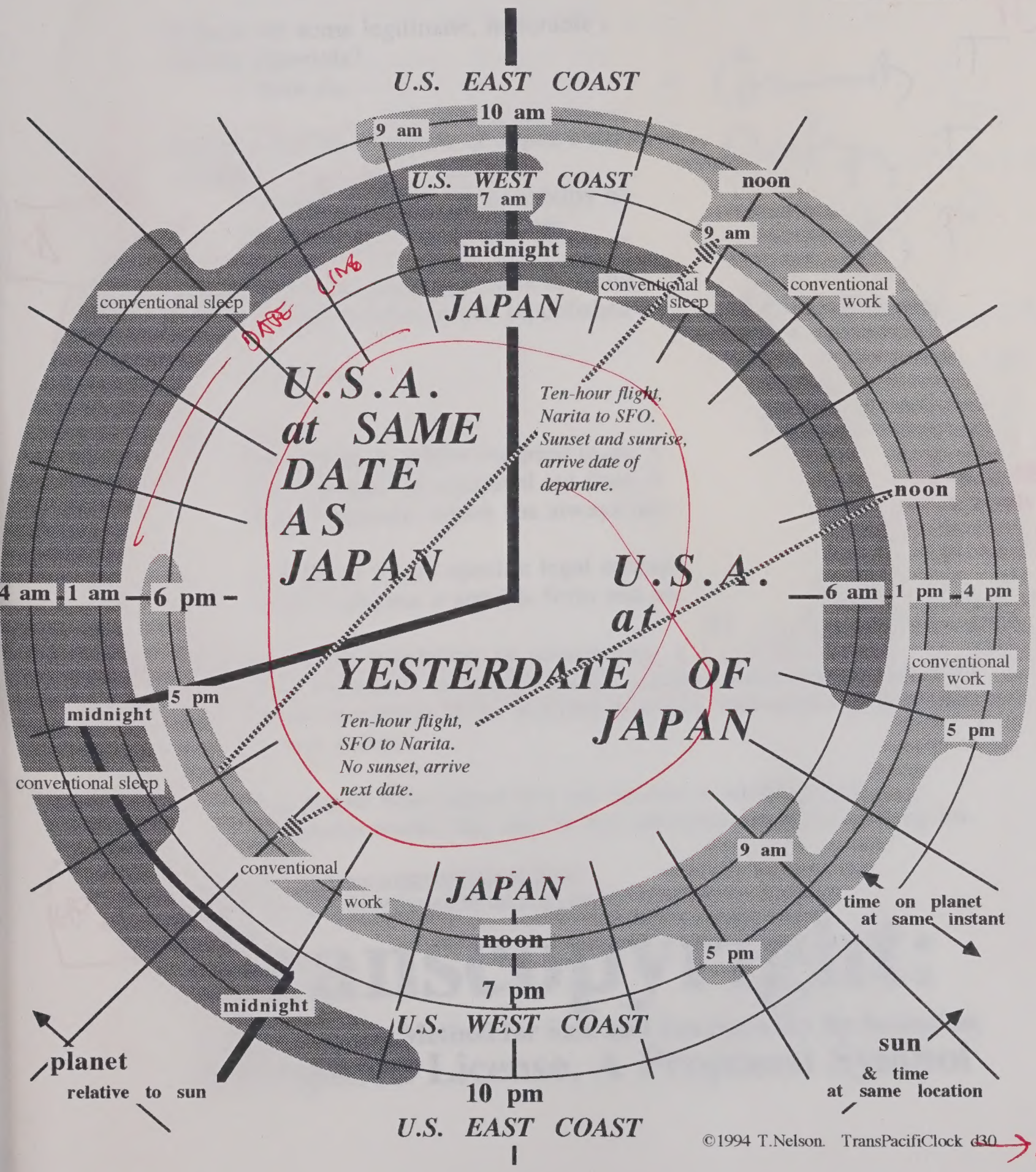
Your comment is requested. Is this right?

Ted Nelson's Unifying Diagram of

TIME & DATE FOR USA & JAPAN

(winter months; Daylight Saving not shown)

Only principal times of day are shown, to reduce clutter.



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Finally,
police
come to do house.

THEY HAVE TO
BE SHOWN
THE RIGHT
ITEMS,
AND
UNDERSTAND
THAT THAT ARE
THE RIGHT ITEMS.

DEC 2 3 1994

YOU

RECOMMENDED (by panel)
DISTRIBUTION

plus

CONTEXT ~~EMBEDMENT~~
EMBEDMENT

DEC 2 3 1994

Community :T

Clarity :T

Inclusivity :T

REFLECTION

↓

FAIRNESS

DEC 2 3 1994

DEC 2 3 1994

SUBMIT TO NEWMEDIA!

[after fuckup of partially-lost draft]

To promote a good and wonderful ideal of freedom, the FSF model and license basically forbid the sale of any copyrighted materials.

(They even suggests that it is illegitimate to sell copyrighted materials.)

This means that not everyone can play.

Is there not some legitimate, honorable method for selling copyrighted content materials?

I think so.

Stallman and his admirers, of which I am one, want materials to be re-usability.

The right to universal quotability has always been a key hope of my personal work and career.

Is there not some legitimate, honorable way that purchased materials can be re-used, combined and republished freely, without complication?

I think so.

end

This solution, which occurred to me in about November of 1960, I now present as separated out from its previous context in Project Xanadu, which has always incorporated it.

It involves a very specific legal arrangement-- a use license-- for which I propose a specific form and indication.

This requires no legislation, no committees, just initiative.

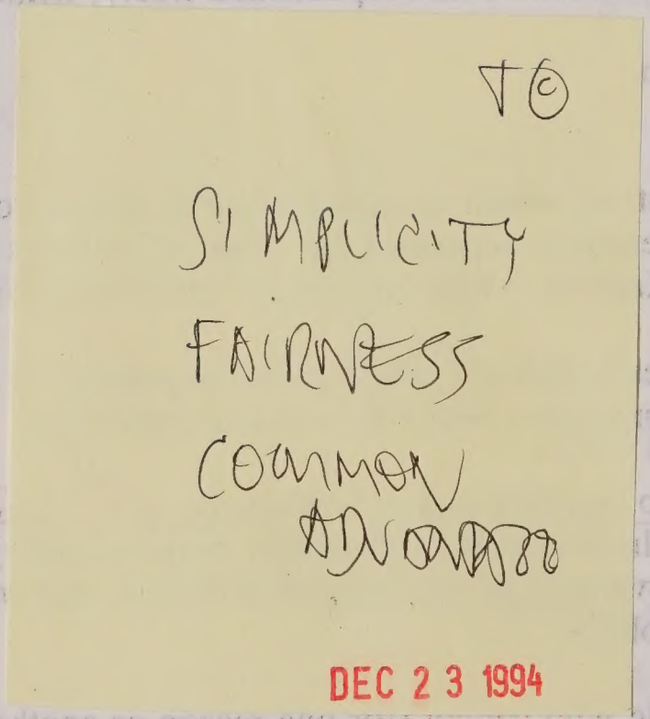
Like Stallman's method, it merely requires individual initiative to begin movement in the required direction, and others, if they like it, may follow.

For people who cannot (for one reason or another) move to Stallman's world, this may be the alternative they are looking for.

~~intended to represent a specific license form~~
parties who wish to be bound by its provisions

Transcopyright:

A Proposed Fair Method for Sale and Unrestricted Re-Inclusion, A Proposed License, A Proposed Symbol


SIMPLICITY
FAIRNESS
COMMON
DEC 2 3 1994

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How can we arrange for copyrighted sale of materials and still allow freedom of re-use and republication?

1

This paper presents the proposed business method for such sale, re-use and publication which I thought of in the fall of 1960.

2

The right to universal quotability has always been a key hope of my personal work and career.

3

(Its present incarnation has involved a lot of legal study and negotiation with technical possibilities, but the idea is essentially unchanged for thirty-four years now.)

This idea was built into Project Xanadu from the start. It has always been a part of the Xanadu project; but here we separate it from that name, that software context and the rest of that ideology.

A NEW TIME FOR RIGHTS AND DISCUSSION

NEW MEDIA
NEW DISTRIBUTIONS
NEW ANXIETIES

SEVERAL CAMPS

There is no talking to these people:

Copyright hard-liners-- "you can't have any material except exactly our way"
Anti-copyright hard-liners-- "we'll steal it all"

Between the two, there is room for discussion:

Anti-copyright rationalist-idealists, esp. Stallman & FSF
(using copyright, ironically, to further their ends)

This paper introduces the position of the PRO-copyright rationalist-idealist

Many of Stallman's objectives
Unrestricted re-use (but without change)
Sale and viable commerce
Some restrictions
SOME DE-RESTRICTIONS

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TECHNICAL ENFORCEMENT METHODS

(There are various copyright enforcement implementations underway,

but they seem to have begun with the implementation, figured out a moral and legal position later)

INTRICATE SYSTEMS OF RESTRICTION

BALANCING INTERESTS, ACCESS & POSTERITY

detailed, varied, multileveled

BALANCING: SALE INTERESTS, RE-USE INTERESTS, ACCESS, POSTERITY

(Note that not just re-use, but ACCESS TO THE ORIGINAL, has always been another objective of this project.)

THE PROBABLE FUTURE OF ENFORCEMENT

The Hacker Crackdown as a precedent

Police WILL enter premises

Police WILL enter computer systems

Creating a system that has proper credentials

Legal

Acceptable to a community

THE POLITICAL PROBLEM

There is no hope of pleasing everybody

Creating a system many will accept

THERE WILL ALWAYS BE DIFT COMMUNITIES

This system is intended to be

FAIR
SIMPLE
RATIONAL
ENFORCEABLE UNOBTRUSIVELY

WISH TO PRAISE ALL WHO GIVE THINGS AWAY.

However, world is not built on charity, but on commerce. Those with other means of support, or willing to undergo poverty, can live to give things away...

A proposed new license (like the FSF copyleft license)

MISUNDERSTANDING OF THE XANADU PROJECT

Because of the XOC/Autodesk fiasco, the Xanadu project has been widely tarnished...

Many things came from it

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visual word processing (no commands to learn)
version control
piece table design
hypertext and hypermedia
anarchic world-wide open HM pub
WWW

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variously commingled

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A MODEL OF TOMRROW'S MEDIA WORLD
buy-and-run network surfing

THE PUBLISHING CONCEPT
A system for sale and ownership
AUTOMATIC EXACT LICENSE
EVERYTHING BOILERPLATE

THE PROPOSED SYSTEM OF SALE

THE PROPOSED LICENSE (December 1994 version)
FORM OF THE LICENSE
The latest form of the license will be posted at all times by the Generalist Institute.

CURRENT FORM
"By this symbol, the copyright claimant(s) grant permission to all parties in the universe to purchase copies ...

AND TO REPUBLISH IN THE FOLLOWING MANNER:

provided that the sold item is accompanied by a receipt indicating the time of purchase, the purchaser and the identity of the material purchased.

The material may be embedded in any new context, provided that the material is not represented to be original,

and provided that an inquiring user may easily ascertain its original identity (document name and author), the address of its original context (if still available), and its boundaries.

THE PERMISSIONS THAT ARE GRANTED
(right to UNIV QUOTATION the hope of the project)
context relinq
purch from original publisher by some authorized chain

NO OTHER PERMISSION IS GRANTED OR WITHHELD
They are separate matters for negotiation

MAKING THIS METHOD AVAILABLE TO ALL
Licensing the trademark-- THE SECOND LICENSE

COPYRIGHT OF THE LICENSE; LICENSE OF THE LICENSE

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THE PROPOSED SYMBOL

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Further discussion will be found in an Appendix.

DISCUSSION

WHAT IS NOT GRANTED IN THE DEAL

use in advertising, performance...
byte conversion
printout distribution
physical media distribution

THE POLITICAL SITUATION

what is feasible legally
WHAT IS FEASIBLE AS A CLEAR AND SIMPLE SYSTEM

"I WANT THIS OR THAT FEATURE--"

Not everything transposes to a new world

VARIATIONS

People propose various extensions and variations
DON'T QUITE GET THE NECESSITY OF SIMPLICITY

"YOU DON'T SOLVE THIS AND THAT--"

This is a cure for cancer, not for Death

WHAT PUBLISHING MEANS (versus "posting")

legal
availability
a thing continues to be there unchanged
posting changes REQUIRE ANOTHER LEVEL

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APPENDICES? ----------

(THE CLIENT Front-End PROGRAM (ANYONE CAN PLAY))

THE SYMBOL (more)

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HO d6 ----------

No cure for cancer
overall context of software and ideology.

HO d4 ----------

Can materials be sold?

HO d3 ----------

A Proposed Symbol and Its Meaning

A system of sale

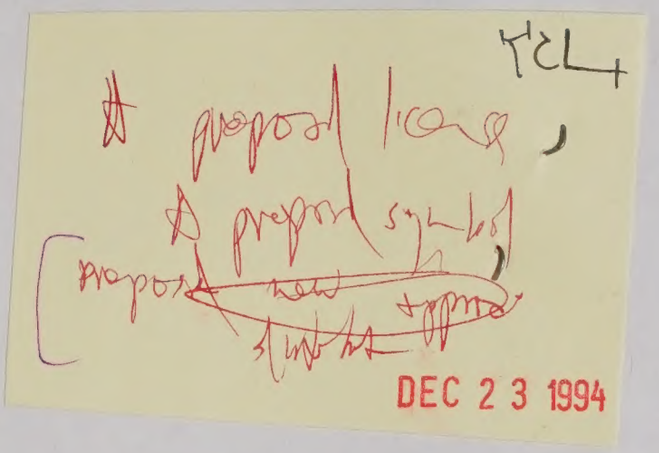
ENDLINE_____ STAY OFF HERE

HO d_6

HO d_4

HO d_3

A Proposed Symbol and Its Meaning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